

# MS-11 : STRATEGIC MANAGEMENT



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## **Short Description**

**IGNOU MS-11 : STRATEGIC MANAGEMENT**

## **Description**

**MS-11 : STRATEGIC MANAGEMENT SOLVED PAPERS AND GUESS**

**Product Details: IGNOU University MS-11 : STRATEGIC MANAGEMENT**

**Format: BOOK**

**Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM**

**Publisher: MEHTA SOLUTIONS**

**Edition Description: 2021-22**

**RATING OF BOOK: EXCELLENT**

## **ABOUT THE BOOK**

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- **MANAGEMENT PROGRAMME**  
**Term-End Examination**  
**December, 2021**

## **MS-11 : STRATEGIC MANAGEMENT**

*Time : 3 hours Maximum Marks : 100*

*(Weightage 70%)*

*Note : (i) There are two Sections : Section A and Section **B**.*

*(ii) Attempt any three questions from Section A.*

*(iii) Section **B** is compulsory and carries 40 marks.*

### **SECTION - A**

1. Compare the concept of strategy with that of policies and tactics. Support your answer with suitable examples.

2. Explain the role of Mckinsey's 7S framework in analyzing the external environment of an organization.

3. (a) What are the causes of experience curve effect ? Discuss.

(b) Discuss the role of cost in business growth and competitive strategy.

4. How does expansion take place through intensification ? Explain with the help of Ansoff's Product Market Expansion grid.

5. List and explain the different stages through which an organization passes. Give relevant examples to support your answer.

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